

MARYLAND CASUALTY COMPANY
BALTIMORE

OFFICE OF THE
PRESIDENT

April 1, 1942

Dear Amon:

I have your letter of March twenty-seventh in reference to the special edition celebrating the opening of the Consolidated Aircraft Corporation's new \$30,000,000 plant and your request for a full-page advertisement of the Maryland Casualty Company.

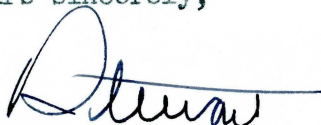
As you know, the Maryland Casualty are not advertisers in the general sense of the word. They have a small appropriation which is judiciously distributed in a handful of magazines so as to make it look as though we are still in business. As a matter of fact, the amount of money spent is a pittance in comparison with the amount I used to spend.

Even this we are discussing cutting down, as it has always been a grave question whether or not advertising is of any particular value to a company such as this.

In any case, we have something like ten thousand agents over the country who have their favorite papers and favorite editors in their home towns, and we have had to make a rigid rule that the fixed schedule of the Advertising Department in what is known as the coated paper magazines will not be altered.

I "fit and died" for you, my friend; I am bleeding and bare; and my coat is torn -- but I was in a battle royal, where only the bell saved me.

Yours sincerely,



Amon G. Carter, Esquire
President, Fort Worth Star-Telegram
Fort Worth, Texas

